

## ORDER



**Orders**  
**Order / Rev:** 202861  
**Alt Order #:** 06848527  
**Product Desc:** 9/4-9/17 BARACK OBAMA  
**Estimate:** 1687  
**Flight Dates:** 09/04/12 - 09/17/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** REG

**WVBT**  
**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Obama For America (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P5  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13209  
**Agency External ID:** IN117/SP159/AL1336

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	96	\$18,900.00	\$16,065.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	96	\$18,900.00	\$16,065.00	0.00
<b>Totals</b>	<b>96</b>	<b>\$18,900.00</b>	<b>\$16,065.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WVBT	23%	\$18,900.00
Market	100%	\$82,173.91

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	9%	\$7,395.65
WGNT	7%	\$5,752.17
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	29%	\$23,830.43
WTVZ	7%	\$5,752.17
WVEC	25%	\$20,543.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	09/04/12	09/07/12	M-F 4-5p Steve Wilkos	CM	4-5p	- TWTF - -	:30	5	\$100.00	P4	0.00	NM	5	\$500.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	- TWTF - -	5		\$100.00	0.00							
2	WVBT	09/04/12	09/07/12	M-F 5-6p Maury	CM	5-6p	- TWTF - -	:30	5	\$100.00	P4	0.00	NM	5	\$500.00



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 Estimate: 1687  
**WVBT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WVBT	09/10/12	09/14/12	M-F 7-730p M-F 7-730p	CM	7-730p M-WTF--	:30	5	\$125.00	P3	0.00	NM	5	\$625.00
TMZ ON TV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$125.00		0.00			
15	WVBT	09/17/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
TMZ ON TV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$125.00		0.00			
16	WVBT	09/10/12	09/14/12	M-F 730-8p 30 Rock	CM	730-8p M-WTF--	:30	4	\$125.00	P3	0.00	NM	4	\$500.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$125.00		0.00			
17	WVBT	09/17/12	09/17/12	M-F 730-8p 30 Rock	CM	730-8p M-----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				2	\$125.00		0.00			
18	WVBT	09/13/12	09/13/12	Thur Hour 1 Thu 8-9p	CM	8-9p ---T---	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
X-FACTOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$800.00		0.00			
19	WVBT	09/10/12	09/14/12	WAVY News 10 on FOXQM WAVY News 10 on FOX 43	CM	WAVY News 10 on M-WTF--	:30	8	\$125.00	P4	0.00	NM	8	\$1,000.00
AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				8	\$125.00		0.00			
20	WVBT	09/17/12	09/17/12	WAVY News 10 on FOXQM WAVY News 10 on FOX 43	CM	WAVY News 10 on M-----	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				2	\$125.00		0.00			
21	WVBT	09/04/12	09/07/12	M-F 12-1p America's Court	CM	12-1p -TWTF--	:30	8	\$25.00	P5	0.00	NM	8	\$200.00
AMERICA'S COURT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				8	\$25.00		0.00			
22	WVBT	09/10/12	09/14/12	M-F 12-1p Wendy Williams	CM	12-1p M-WTF--	:30	8	\$25.00	P5	0.00	NM	8	\$200.00
WENDY WILLIAMS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				8	\$25.00		0.00			
23	WVBT	09/17/12	09/17/12	M-F 12-1p Wendy Williams	CM	12-1p M-----	:30	2	\$25.00	P5	0.00	NM	2	\$50.00
WENDY WILLIAMS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				2	\$25.00		0.00			
24	WVBT	09/08/12	09/15/12	MLB on Fox MLB on Fox	CM	MLB on Fox -----S-	:30	3	\$100.00	P4	0.00	NM	6	\$600.00
FOX SATURDAY BASEBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				3	\$100.00		0.00			
Week:		09/10/12	09/16/12	-----S-				3	\$100.00		0.00			
N25	WVBT	09/08/12	09/15/12	College Football Pregame College Football Pregame	CM	College Football Pre-----S-	:30	1	\$200.00	P4	0.00	NM	2	\$400.00
FOX COLLEGE FOOTBALL PRE-GAME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$200.00		0.00			

